

# Field Agents







We don't normally begin our case studies by revealing how we sourced them, but we're going to do just that here. Long-term Mix contributor, writer, collaborator and Technique supremo Roger Croft gave us the heads-up about a particularly impressive project he'd been involved with. Roger knows the standard of the projects we look to feature, and so we naturally said that we'd be keen to learn a little more about it.

**W**hat does the client do?' we asked. 'Sports,' Roger replied. Our instant response: 'When can we see them?'

We've come to the prestigious Soho Square to look at the new extension to Wasserman Media Group's London home. Wasserman Media Group is a sport and entertainment marketing agency founded by Casey Wasserman and headquartered in Los Angeles. The firm operates within the disciplines of media rights, athlete representation, sales and sponsorship, action sports, and consulting services. ▶▶▶▶▶▶▶▶▶▶



▶▶▶▶▶ Wasserman's Global Media experts are strategic advisors for clients in the UK, Europe, USA and other international markets.

The athlete representation team assists clients in numerous sports, football, cycling, boxing and rowing to name but a few. Here in the UK, the Group represents leading sports stars including Steven Gerrard, Jack Wilshere, Mark Cavendish and Antony Ogogo.

We're met by Tim Chadwick, UK CFO of Wasserman Media Group, and begin by asking him about the business itself – and whether it is determined by, say, the football season (which is, as we speak, in its infancy).

'We're an all year round business – although football is a big part of the UK business,' Tim tells us. 'Wasserman is an American company and they wanted presence in Europe. We were the biggest and the best (still are) at the time. At that time the business was active across a large number of sports, but predominantly football.'

'We moved in here in 2007 – Soho Square fits with the business; we're a dynamic, international media company. It's also really good for our clients – they like coming into Soho and being part of the media hub.'

We move on to discuss the project itself. Having already made Soho Square its home, the Group required more space – and, as Tim explains, was also looking for a fresh workplace approach. 'Wasserman was looking to get some consistency throughout the offices,' he reveals. 'If you walk into our

office in New York, Washington or Miami, you know you're in a Wasserman office. We have applied similar standards throughout the business.'

'When we took the space back at the end of 2006, we took both the 5th and the 6th floor here, with a view to growing the business. We initially sub-let the 6th floor – for three years – but once that period was up we were definitely ready to take that extra space.'

'The 5th floor has a completely different look – we've been there for five years now and things move forward pretty quickly. Back then we really only had LA and London. There was no real comparison

between the offices back then – although I should say that downstairs worked well for us. Since then we have grown, we have more offices and everything has become more consistent and standardised across those offices.'

'The New York office was just finishing as we started this expansion. We had the same designer – Tina Barnard – who had also worked on a big office in Raleigh, North Carolina for us. We also had the same architect – Tom Goffigon – who's based in LA, working across these projects. They ensured that the look and feel of every office was consistent.'

To continue that consistency, Structuretone was brought in as fit-out contractor – a role the firm had successfully undertaken in New York.

Another of the big considerations here was the sourcing and procurement of products and materials. 'Obviously, in America we can source those products and materials quite easily. Here we've brought people on board – such as Technique – to help us work around that.'

'We had a relatively tight deadline. We were finished pretty much on the exact date that we said. We wanted to be finished way before the Olympics this summer, and we'd also acquired a business that was based in Golden Square and we wanted to integrate them into this building.'

'If you want to represent the best clients, then your office should reflect that ambition and ours certainly does. Our clients really like it – they really appreciate the office and the quality of the space here. We've had people walk into here, who have previously▶▶▶▶▶







►►►► been represented by other companies, and they've said: 'Wow, this is in a different league!' This sets a different standard and really reflects the overall service we as a business provide to all of our clients.

There's more than a hint as to the nature of the business here, with Sky Sports TV and a series of impressive photos of footballers and other sports stars catching the eye – whilst 'showing off' the Group's impressive client roster and adding even

greater legitimacy and confidence to prospective new clients.

'The overall look is much cleaner and the artwork and the photography throughout is all about our clients,' Tim explains.

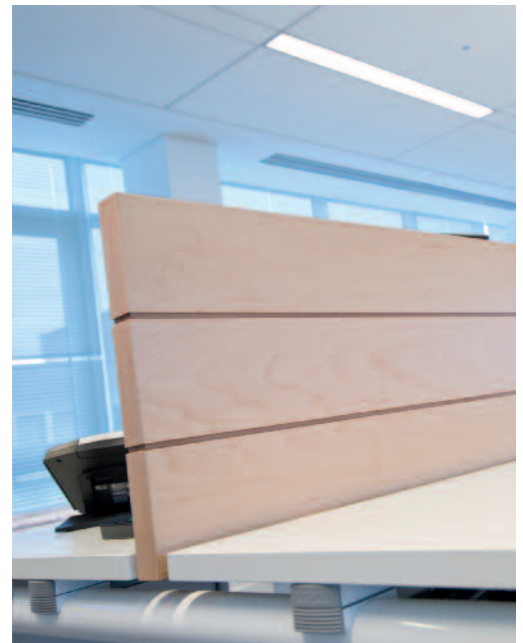
'Our owner himself takes a very keen interest in every aspect of the business – and certainly takes a keen interest in our property, our offices and the look and feel of our spaces and our branding. He has

worked with a paint brand in the US to develop a special Wasserman White paint shade. We now have Wasserman White throughout the whole building!'

Bright and brilliant – and we're not just talking about the paint. The results here are certainly bright. 'I can probably count, on the fingers of both hands, the people who have left this business over the past 10 years,' Tim proudly tells us. 'We now have over 60 people in here – and if you like sports this is a great, great place to work. It's fair to say that everybody up here is pretty happy!'

And that is as good a result as any Wasserman could hope for on any sporting pitch. Speaking of which, are we likely to bump into any stars on our way back through the space? 'We do get clients wandering in and out, but we're not overrun by football players and athletes,' Tim smiles. 'Compared to 'normal' offices, it is exciting – in fact it's magnificent. Often though, we're dealing with the individual agents.'

As we say our goodbyes to Tim we notice that our Editor has sat himself back down. We don't think it's because he doesn't believe Tim about bumping into footballers, it's just that, as a Liverpool fan, he has to have that blind hope! We might be some time ●



## essential ingredients

Client • **Wasserman Media Group** | Design • **Tina Barnard Designs LLC** [www.tbdnc.com](http://www.tbdnc.com)

Furniture Procurement & PM • **Technique Resolutions** [www.techniquerolutions.co.uk](http://www.techniquerolutions.co.uk) | PM • **TGPMLA** [www.tgplma.com](http://www.tgplma.com)

Main Contractor • **StructureTone** [www.structuretone.com](http://www.structuretone.com)

Systems Furniture • **Teknion** [www.teknion.com](http://www.teknion.com)

Task Seating Supply • **Spacecraft** [www.spacecraftint.com](http://www.spacecraftint.com) Task

Seating • **Knoll International** [www.knoll.com](http://www.knoll.com)

Bespoke Joinery • **Clarke Rendall** [www.clarkerendall.com](http://www.clarkerendall.com)